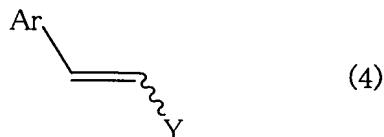


## ABSTRACT

The present invention provides a process for producing an aromatic unsaturated compound of the formula (4)



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wherein Ar represents an optionally substituted aromatic group or an optionally substituted heteroaromatic group, and Y represents an electron withdrawing group,

which comprises reacting

10 (a) a compound of the formula (1)



wherein Ar has the same meaning as defined above  
with

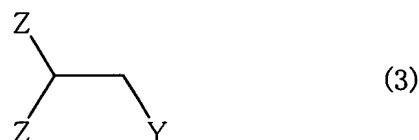
(b) a compound of the formula (2)



15

wherein Y has the same meaning as defined above, and Z represents a lower alkoxy, or

a compound of the formula (3)



20 wherein Y and Z have the same meanings as defined above,  
in the presence of

(c) an acid or a compound which generates a mineral acid by its hydrolysis.